

prestored information including preselected portions of the pre-recorded music product available for sale, interactive audio/video playback means including output means and user-interactive data storage processing and control means, wherein said method comprises the steps of:

- a) entering a subscriber code at the kiosk user-interactive data storage processing and control means to authorize the user's access to, and use of the kiosk interactive audio-video playback means;
- b) identifying a pre-recorded music product to the kiosk for user previewing by supplying a music product code from the specific music product packaging to the kiosk user-interactive data storage processing and control means; and,
- c) previewing prestored preselected portions of the identified pre-recorded music product by interaction of the user with the kiosk audio/video playback means and with the user-interactive data storage processing and control means to audibly preview prestored preselected portions of the music product,

wherein the user interacts with the kiosk to preview prestored preselected portions of the pre-recorded music product without having to open the packaging containing the specific pre-recorded music product to be previewed by the user.

2. A method according to claim 1 wherein the kiosk has optical scanning means for reading bar code, and the subscriber code is entered at the kiosk by scanning a subscriber card marked with a bar code over the kiosk optical scanning means, the optical scanning means communicating with the user-interactive data storage processing and control means.

3. A method according to claim 1 wherein the subscriber code is entered at the kiosk by use of the interactive audio/video playback means to enter the subscriber code, the playback means communicating with the user-interactive data storage processing and control means.

4. A method according to claim 1 wherein the kiosk has optical scanning means for reading bar codes and the user identifies the pre-recorded music product for previewing to the kiosk by presenting a pre-recorded music product bearing a bar code to the kiosk optical scanning means.

5. A method according to claim 1 wherein the user identifies the pre-recorded music product for previewing to the kiosk by interacting with the interacting audio/video playback means which displays to the user the pre-recorded music products available for previewing on the kiosk.

6. A method according to claim 1 further comprising the step of:

- selectively previewing preselected portions of a second music product available for sale which is related to the first pre-recorded music product identified to the kiosk in step (b) by action of the kiosk user-interactive data storage processing and control

trol means and kiosk memory means, and by interaction of the user with the interactive audio/video playback means to audibly preview preselected portions of the second pre-recorded music product.

7. A method according to claim 1 further comprising the step of:

- inputting data concerning the user's opinion of the pre-recorded music product identified to the kiosk, the data input occurring by interaction of the user with the kiosk interactive audio/video playback means.

8. A method according to claim 1 wherein step (b) precedes step (a).

9. A method according to claim 5 wherein the user identifies the pre-recorded music product for previewing by using a keyboard.

10. A method according to claim 5 wherein the user identifies an addition pre-recorded music product for previewing by using a touch screen.

11. In an apparatus for subscriber previewing of a pre-recorded music product on a kiosk having memory means containing prestored audio information relating to the pre-recorded music product available for sale, the information including preselected portions of the pre-recorded music product available for sale, interactive audio/video playback means including output means and user-interactive data storage processing and control means, wherein said apparatus in routine use involves a user entering a subscriber code to the user-interactive data storage processing and control means, identifying to the apparatus a music product to be previewed, and previewing prestored selections from the music product,

a method for gathering subscriber pre-recorded product preview selection data for market research which comprises:

- a) during routine use of the kiosk, storing user subscriber code information and kiosk-user pre-recorded music product identification information in the user-interactive data storage processing and control means;
- b) gathering demographic information about the subscriber and correlating it with the subscriber code;
- c) correlating user subscriber code information with subscriber pre-recorded music product identification information; and,
- d) gathering market research data by accessing the kiosk user-interactive data storage processing and control means to obtain pre-recorded music product identification information correlated with the subscriber code information,

wherein demographic information about the subscriber gathered in the subscription process is used in conjunction with the accessed information to provide pre-recorded music product preview selection data for market research.

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